

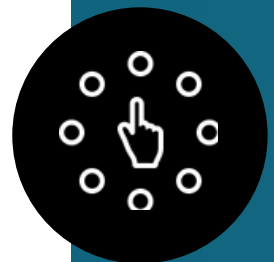


Costco/IVC Influencers Strategy





Brief: Objectives



INFLUENCER CATEGORIES



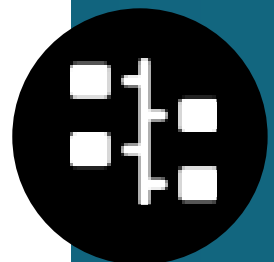
INFLUENCER CRITERIA



PROPOSED INFLUENCERS



PROFILES



TIMELINE AND BUDGET



Reporting

Objectives

Marketing Objective #1

*Increase Awareness of
TruNature Prostate Plus
Health Complex Product*

KPI: Impressions | Reach |

Marketing Objective #2

*Help drive sales to
Costco IVC.*

*Increase traffic to Costco
/IVC online and in stores*

KPI: Traffic

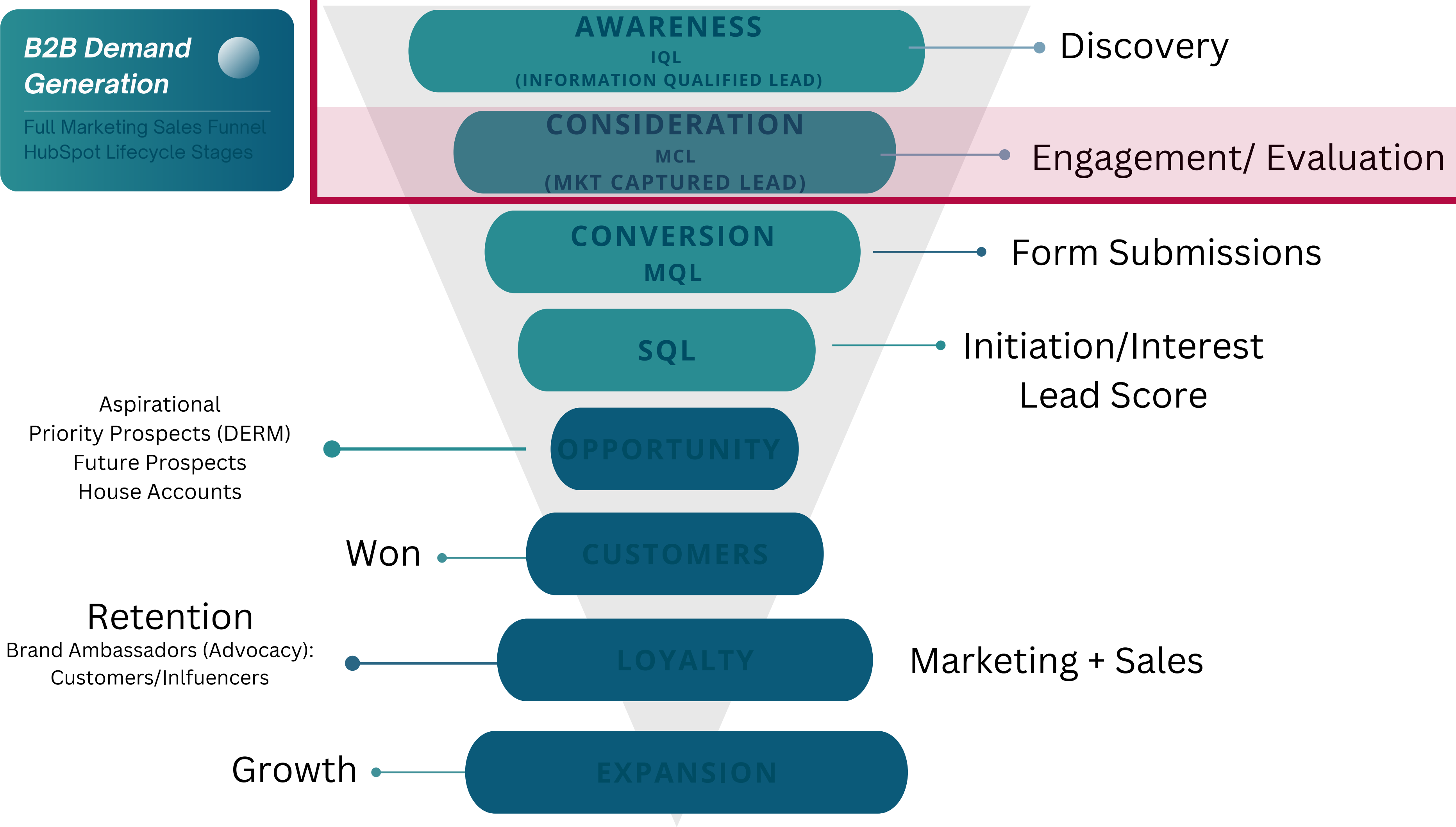
Marketing Objective #3

*Increase engagement -
among the influencer's
fans*

*KPI: ER
Views | Replays | Interactions
(hearts, comments, shares,
saves, clicks)*

**B2B Demand
Generation**

Full Marketing Sales Funnel
HubSpot Lifecycle Stages



Brief

Objectives

Drive sales to Costco IVC and increase awareness of TruNature Prostate Product

Channels

Influencers' social media channels: IG + TikTok

Budget (Influencer)

\$7,900

Timeline

June 27th - July 13th

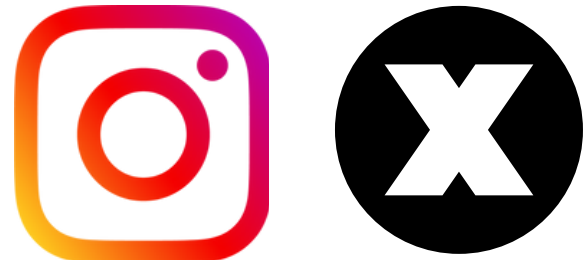
Agency

*Influencer Outreach
Sample Script
Contract Agreement*

INFLUENCER CATEGORIES

SIZE/TYPE	OPPORTUNITY	PURPOSE	ESTIMATED COST/POST
NANO 500-10K Followers	Consumers, peer-to peer endorsement	Primarily used through <u>consideration, engagement and loyalty</u> .      	\$100
MICRO 10K - 100K Followers	Smaller audience stronger peer-to connection	Primarily used through <u>consideration, engagement and loyalty</u> .      	\$100 - \$500  costcocorner Costco Corner
MACRO 100K - 1M Followers	Large audience within specific topic interests	Can be used throughout the whole marketing funnel, but best leveraged for <u>consideration, transaction and engagement</u> .      	\$500 - \$10K  costcofinds_ Costco Daily Deals 
MEGA/CELEBRITIES 1M + Followers	Global audience, broad topics	Can be used throughout the whole marketing funnel, but best leveraged for <u>mass awareness</u> .      	\$10K - 1M +

INFLUENCER CRITERIA



MICRO + MACRO 10K - 1M



Ideal for Mid Marketing Funnel - Consideration
Ideal for Driving Traffic and Conversions/Purchases

AUDIENCE OR PERSONA CRITERIA



Influencers' followers.
Need target audience for Flomentum | Costco Shoppers

@costcofinds_ : 1 TikTok (30 days usage rights): \$2,100

@costcocorner: 4 TikTok (\$600)

@costco_empties \$5,100

DELIVERABLES



- **Create a new reel: \$2,000 (1 reel)**
- **Repost to stories: \$300 (2 reposts)**
- **Repost to feed: \$1,200 (1 repost)**
- **Repost to TikTok: \$650 (2 reposts)**

ATTRIBUTION



Influencer report | Phlanx

REPURPOSE



Repurpose on the website and/or Boost Posts

REPORTING



REACH | | Views |
[ER | CTR]

xx

CONTRACTED INFLUENCERS



Jessica Kelly
Costco Empties



Criteria

MACRO 100K - 1M Followers, Large audience within specific topic interests.
Primarily used through consideration, transaction/ conversions (purchases) and loyalty

Followers

198 K followers

27.9K followers

Post

2,676 posts

Audience

Audience is 25.5% men

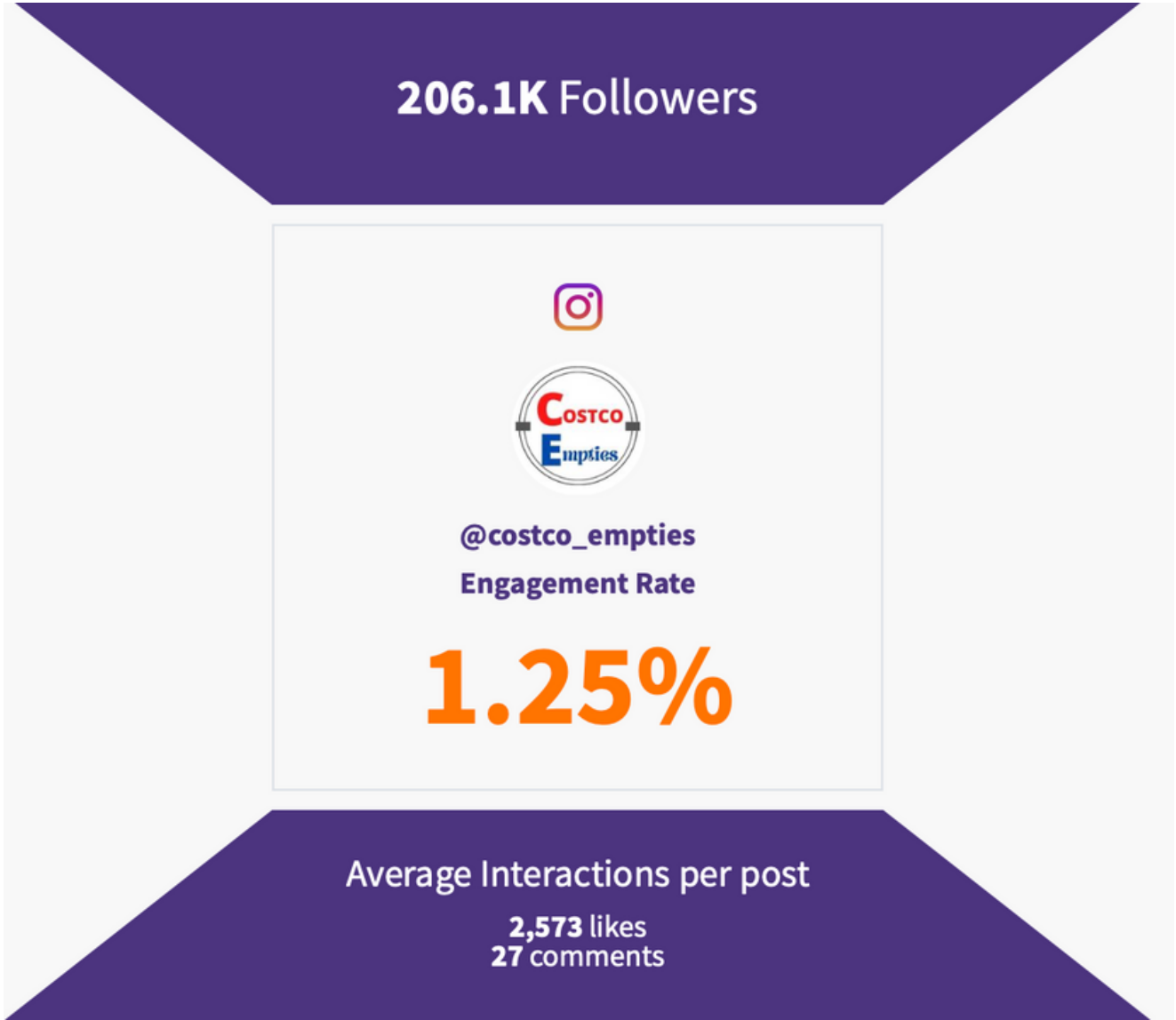
Data

- Reach: 2,656,988
- Reel interactions: 783
- Plays: 1,338,336
- Initial plays: 1,266,703
- Replies: 71,633
- Impressions: 4,252,724
- Engagement: 1.25%

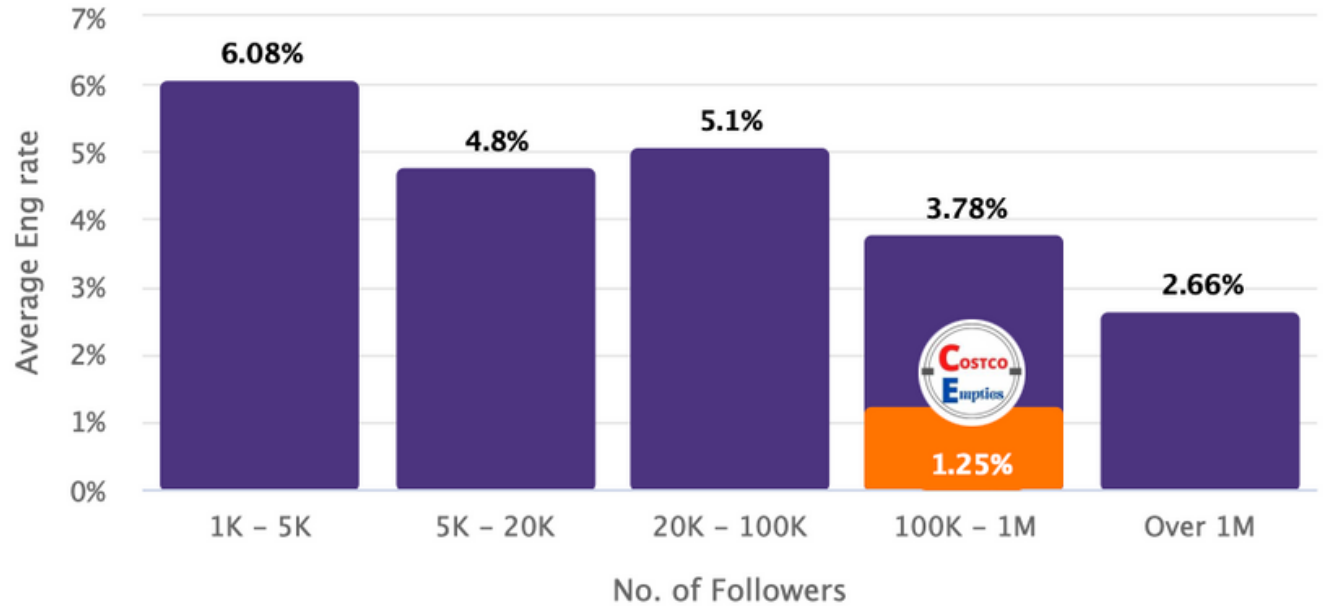
- Likes: 458.1K

Influencers Report

Instagram- Costco Empties



Average Engagement Rates on Instagram ⓘ 2024



Statistics sourced from Phlanx.com © All rights reserved.

CONTRACTED INFLUENCERS



costcocorner
Costco Corner



Criteria

MICRO 10K - 100K Followers, Smaller audience stronger peer-to connection.
Primarily used through consideration, engagement and loyalty

Followers

10 followers

48.1K followers

Post

Audience

Audience is 30% male

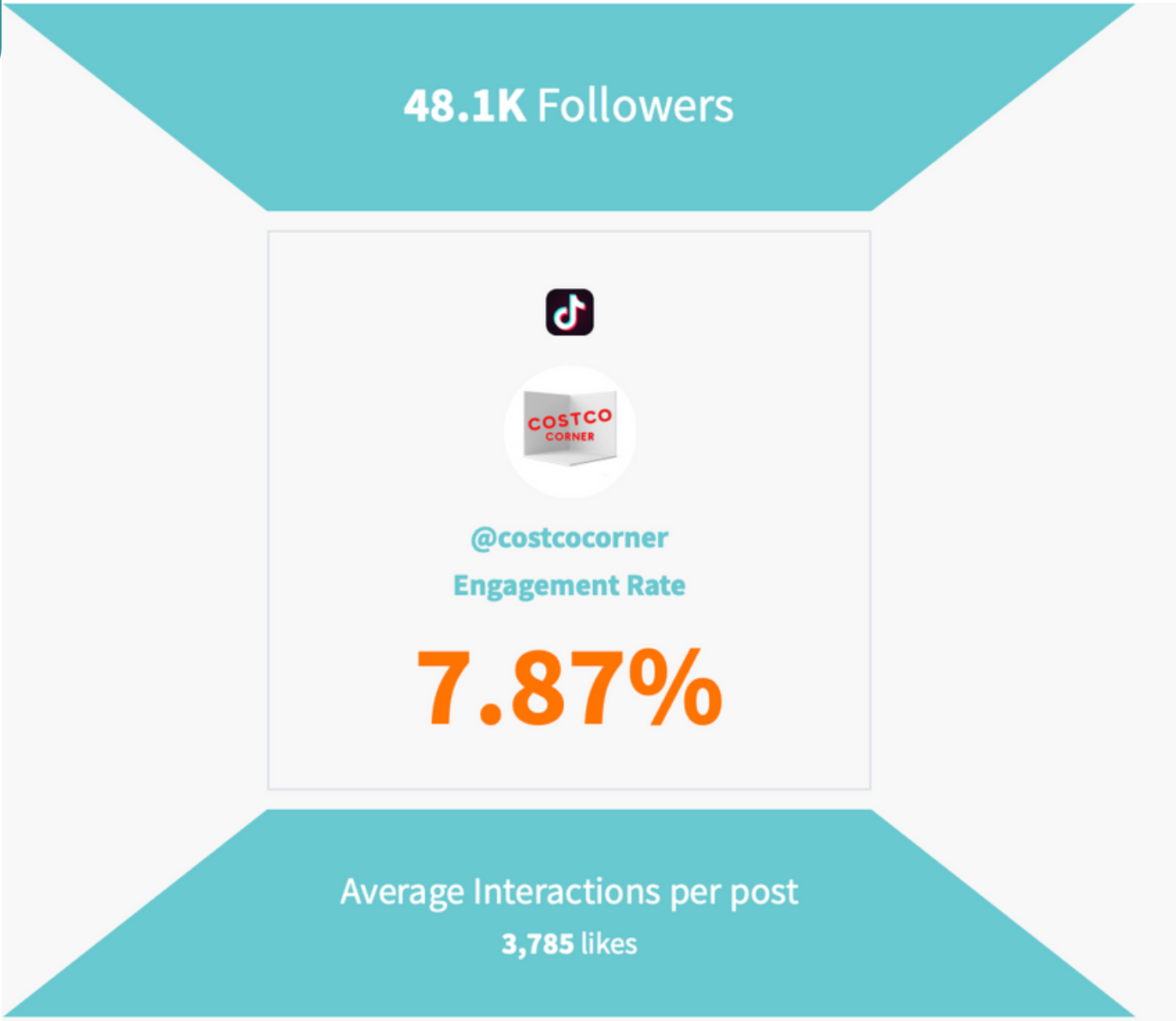
Data

- Posts: 5

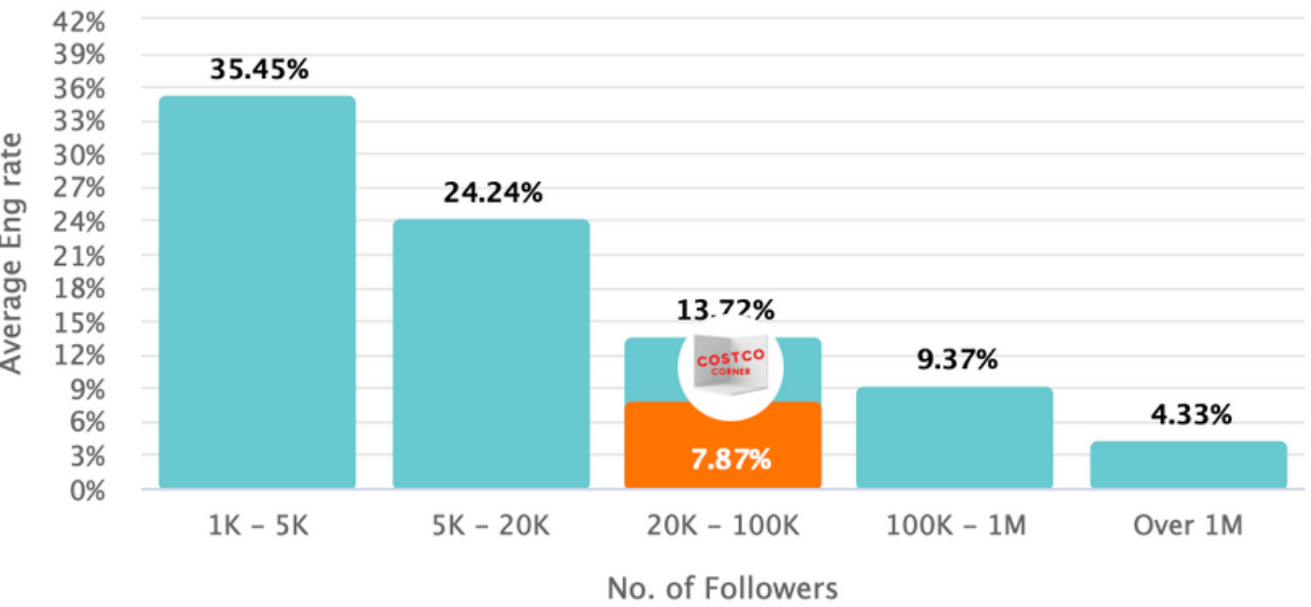
- Likes: 749.2
- Engagement: 7.87%
- Average Interactions per post: 3,785
- Impressions: 373.600

Influencers Report

TikTok - Costco Corner



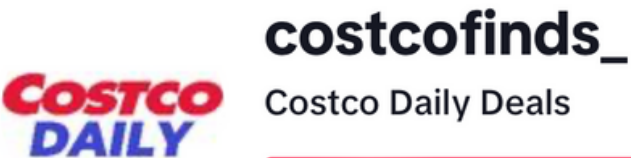
Average Engagement Rates on TikTok ⓘ 2024



Statistics sourced from Phlanx.com © All rights reserved.



PROPOSED INFLUENCERS



Criteria

MACRO 100K - 1M Followers, Large audience within specific topic interests.
Primarily used through consideration, transaction/ conversions (purchases) and loyalty

Followers

122.1K followers

Post

Audience

Audience is:
30% Male and
70% Female followers

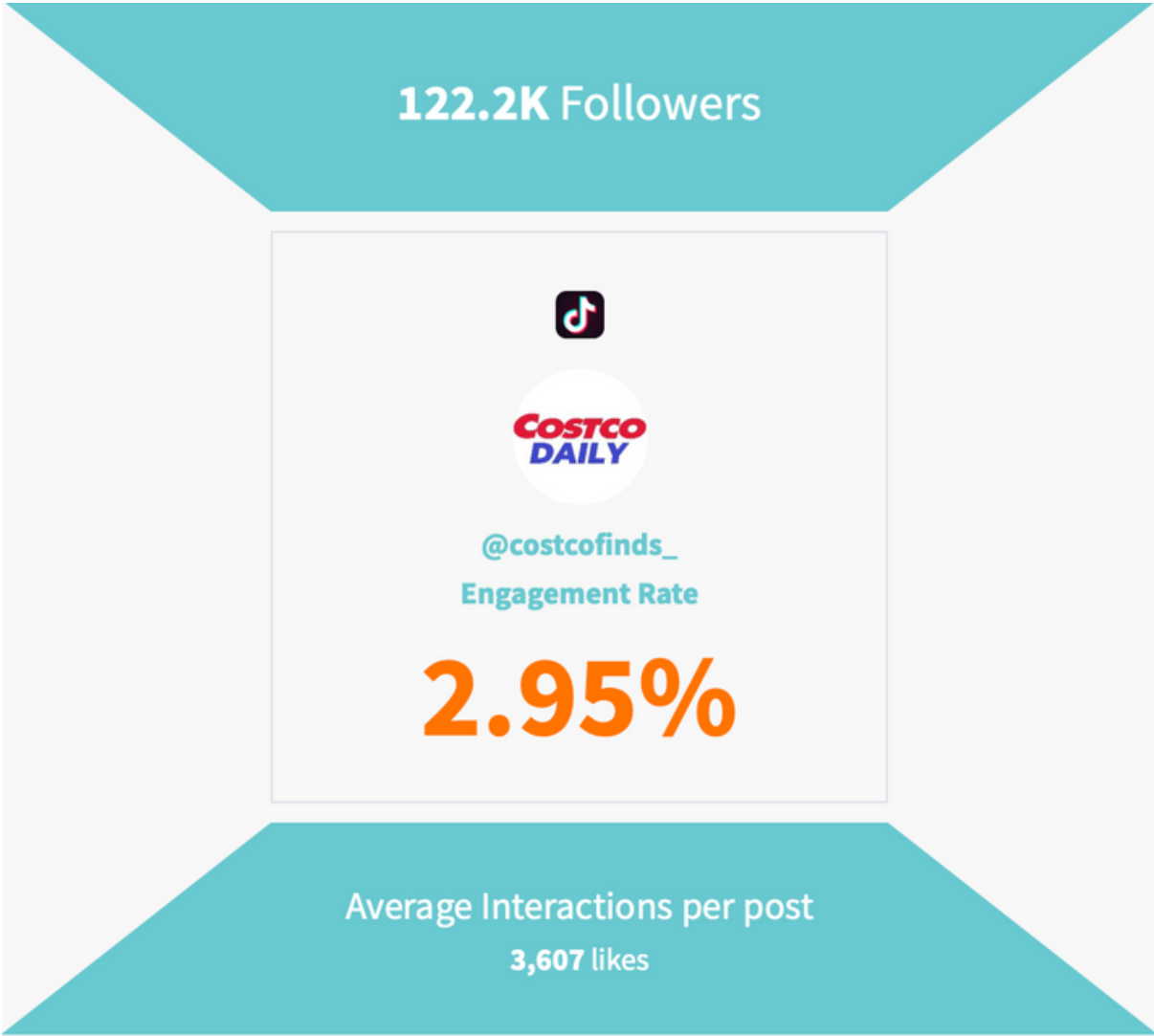
Data

- Viewers: 7M
- Viewer Type: 45% new viewers | 55% Returning
- 100% Non-followers
- Impressions: 227,600
- Likes: 906.7K
- Engagement Ret: 2.95%

Influencers Report

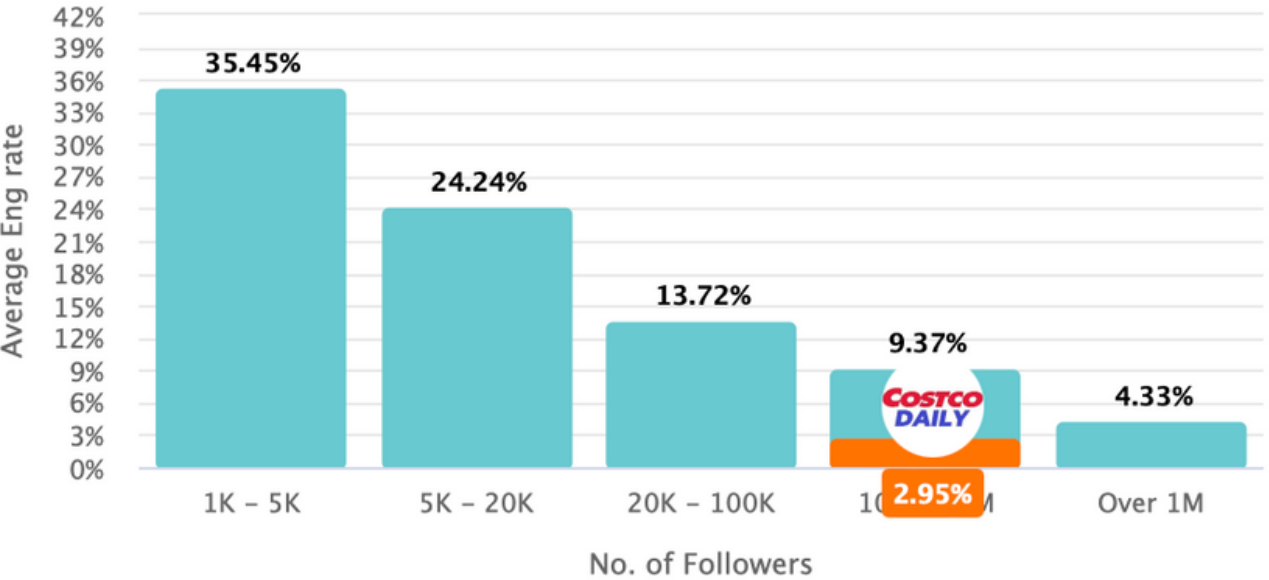
TikTok - Costco Finds

 **costcofinds_**
Costco Daily Deals



Average Engagement Rates on TikTok ⓘ

2024



Statistics sourced from Phlanx.com © All rights reserved.

TIMELINE

DELIVERABLES | COST

Total:

\$7,900



Jessica Kelly

David



costcocorner

Costco Corner

Matt



costcofinds_

Costco Daily Deals

Deliverables:

1 Reel - July 1st
1 Story Repost - July 6th
1 Story Repost - July 13th
1 Repost IG Feed - July 9th
Repost TikTok 1 - July 6th
Repost TikTok 2 - July 13th

Format: videos

Cost: \$5,200

- Create a new reel - \$2000 (x1)
- Repost to stories - \$300 (x2)
- Repost to feed - \$1200 (x1)
- A repost to TikTok is \$650 (x2)

Deliverables: 4 TikTok Posts

June 27th
June 29th
July 2nd
July 5th

Format: video

Cost: \$600

Each video would be \$150 (x4)

Deliverables: 1 TikTok post

July 29th

Format: video 30 days usage rights

Cost: \$,2100

- \$1500 - One (1) TikTok post (includes 30 days usage rights) (x1)
- \$300 / month - Usage Rights after the first 30 days (x2)



IG Reel:



IG Repost Story 1:



IG Repost Story 2



IG Repost Feed:



TikTok Repost 1:
Views: 556
Likes: 4
Saves: 1
Shares: 2



TikTok Repost 2:
Views: 338
Likes: 2
Share: 2
Saves: 1

@CostcoEmpties

Macro Influencer



Total Results 

Views: 19.1 K

Likes: 25

Shares :14

Saves: 7

Total interactions: 46

Followers views: 71.6K

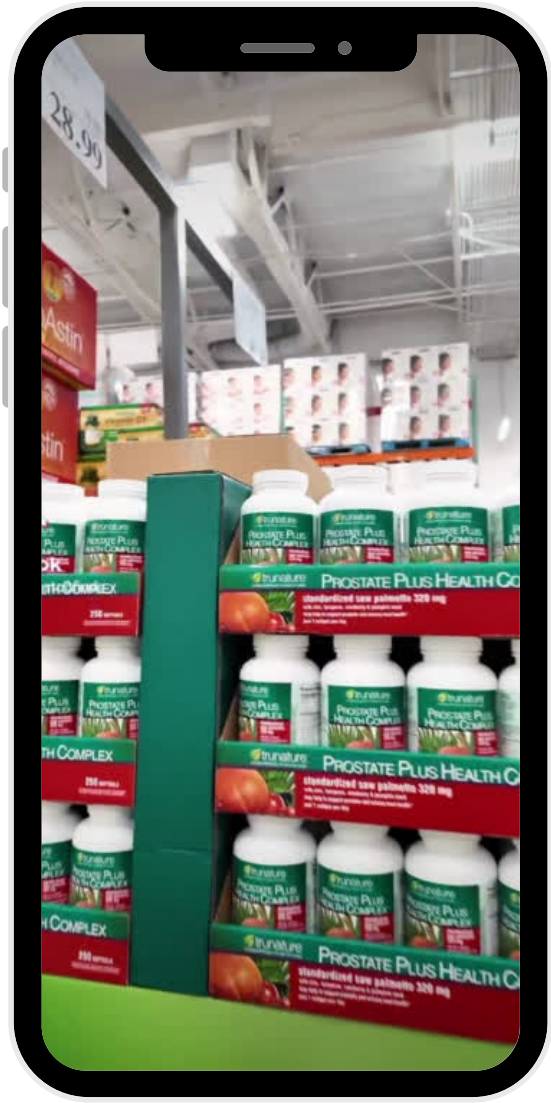
Total Results 

Views: 894

Likes: 6

Shares : 4

Saves: 2



Likes: 568
Shares: 45
Saves: 46
Views: 33.3K
Comments: 4
Average watch time: 11.8 s
Age: 35-55+
Viewers Type: Followers: 18% | Non followers: 82%

@costcofinds

Macro Influencer

Total Results



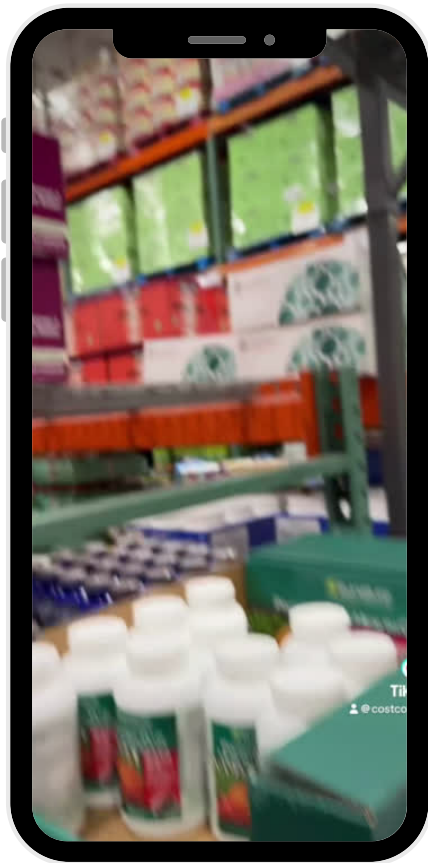
Views: 33.3 K
Likes: 568
Shares :45
Saves: 46



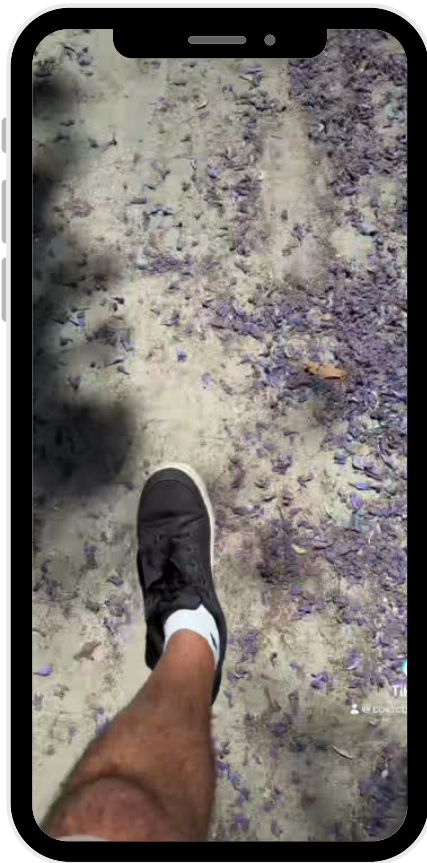
6/27
Likes: 74
Shares:
Saves: 6
Views: 7,701
Gender: Male 52% |
Female: 47%
New viewers:
Followers: 16%
Non followers: 84%



6/29
Likes: 116
Shares: 2
Saves: 7
Views: 5,532
Gender: Male 51% |
Female: 48%
New viewers:
Followers: 22%
Non followers: 78%

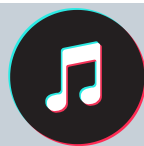


7/6
Likes: 105
Shares:
Saves: 11
Views: 3,250
Gender: Male 56% |
Female: 44%
New viewers:
Followers: 51%
Non followers: 49%



7/11
Likes: 103
Shares:
Saves: 6
Views: 4,568
Gender: Male 45% |
Female: 54%
New viewers:
Followers: 13%
Non followers: 87%

Total Results



Views: 21 K
Likes: 398
Shares : 2
Saves: 30

@CostcoCorner

M i c r o I n f l u e n c e r

@CostcoEmpties

Macro Influencer

Geographics:

New York

Los Angeles

Chicago

Houston

Phoenix

@CostcoCorner

Micro Influencer

Geographics:

TikTok doesn't show cities
just countries

@costcofinds

Macro Influencer

Geographics:

TikTok doesn't show cities
just countries

@CostcoEmpties

M a c r o I n f l u e n c e r

Total Results



Views: 19.1 K

Likes: 33

Shares :14

Saves: 7

Total interactions: 46

Followers views: 71.6K

CPM: \$273.6

Total Results



Views: 894

Likes: 6

Shares : 4

Saves: 2

ER: 0.04%

Jessica - the most expensive influencer (\$5,200) - IG delivered well 19.1K views. TikTok performed low compared to her overall posts - won't recommend TikTok in the future partnerships.

Metrics that could be considered for future activities are:

Shares and Saves: 27

@CostcoCorner

M i c r o I n f l u e n c e r

Total Results



Views: 21 K

Likes: 398

Shares : 2

Saves: 30

CPM: \$28.5

David - the least expensive (\$600) influencer: delivered the most optimal results based on cost and deliverables: 21K views

First 2 videos had more success compared to the last 2 which shows that doesn't have credibility with the TikTok algorithm yet.

Saves+ Shares: 32

@costcofinds

M a c r o I n f l u e n c e r

Total Results



Views: 33.3 K

Likes: 568

Shares :45

Saves: 46

CPM: \$63.6

Matt (\$2,100) - delivered the best results. The numbers kept consistency growing which shows credibility with the TikTok Algorithm.

Views 33.3K

Saves + Shares: 91

Results



Jessica Kelly

Total Results

Views: 19.1 K

Likes: 25

Shares :14

Saves: 7

Total interactions: 46

Followers views: 71.6K

David



costcocorner

Costco Corner

Matt



costcofinds_

Costco Daily Deals

Total Results

Views: 894

Likes: 6

Shares : 4

Saves: 2

Total Results

Views: 21 K

Likes: 398

Shares : 2

Saves: 30

Total Results

Views: 33.3 K

Likes: 568

Shares :45

Saves: 46